



For Immediate Release

MEDIA RELEASE

HomeNet Selects Autodata Solutions to Provide Automotive Digital Content for the US and Canadian Markets

Detroit, Michigan, March 17, 2008 – Autodata Solutions, Inc. (www.autodatasolutions.com) announced today that they have signed a multi-year deal with HomeNet, Inc. (www.homenetinc.com), a leading provider of vehicle inventory management and marketing solutions, that will allow HomeNet to incorporate Autodata Solutions' automotive content to strengthen and enhance HomeNet's popular [Inventory Online \(IOL\)](#) marketing suite.

"As HomeNet continues to expand its market share throughout the United States and Canada, it is imperative that we equip our customers with the most robust and precise vehicle data available," commented HomeNet CEO Jesse Biter. "We are very pleased to add Autodata to our existing data sets which are currently utilized by over 11,000 dealership locations. The improved system, which also includes a decade's worth of HomeNet's proprietary data, will ensure that HomeNet continues to provide the industry's most advanced and comprehensive VIN enhancement solution."

Users of HomeNet's Inventory Online (IOL) marketing suite throughout the United States and Canada will now have the ability to utilize Autodata's French, Spanish and English car and light truck data, image galleries and editorial content. In addition, trim-specific, professionally-recorded audio "walkaround" tours produced by Motormouth™ Audio and distributed through Autodata will be available in the near future to convey the features and benefits of new model year vehicles and further transform the way vehicles are marketed online.

"Autodata Solutions' comprehensive platform of vehicle data and multimedia content will add a new dimension to HomeNet's services to dealers and dealership service providers. First and foremost, U.S. and Canadian dealerships will benefit tremendously by HomeNet's ability to create and syndicate vehicle classified listings that are not only accurate and rich in detail, but uniquely designed to attract potential buyers with compelling editorial and multimedia content," said Michael Benavides, Senior Director of Business Development, Autodata Solutions. "Furthermore, HomeNet will be able to communicate and integrate more efficiently with the dozens of technology providers and media companies that have chosen recently to power their print and digital marketing solutions with the most robust automotive marketing toolset in our industry."

HomeNet's Inventory Online (IOL) marketing suite is a vehicle inventory management and marketing system, designed to help automotive dealers generate significantly more leads from their website and online classifieds. Currently processing more than 2.5 million vehicles daily, IOL's suite of web-based applications streamline the process of converting raw vehicle data from the DMS (dealer management system) into emotional online advertisements anywhere on the Web. Complete with DMS polling, Premium VIN Enhancement, an intuitive online interface, automated distribution to 3rd-party services, and much more, IOL is the most comprehensive solution serving the automotive industry.

HomeNet, Inc. is a privately owned automotive technology provider. Founded in 1996, HomeNet's core focus is providing innovative technology solutions to help automotive dealers increase online sales. HomeNet offers its products to a variety of customers including dealers, OEMs, website providers, CRM providers, digital lot management firms, finance/leasing agents, auction agents, and more. The company is based on Christian principles and is headquartered in West Chester, PA, with satellite offices in FL, GA, IA, TN, TX, and UT. For more information, please visit www.homenetinc.com.

Autodata Solutions, Inc. is one of North America's leading automotive software and data providers. Founded in 1990, Autodata Solutions provides automotive content, research, and technology implementation services to auto manufacturers, fleet and leasing companies, dealer service providers, and internet and media portals in North America, to help them market and sell their products more effectively and profitably. Autodata Solutions has offices in Detroit, Los Angeles, and London, Ontario, Canada, and is a division of Internet Brands, Inc. (www.internetbrands.com). For more information, visit www.autodatasolutions.com.

Motormouth™ Audio is a trademark of SN Automotive Consulting Inc.

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